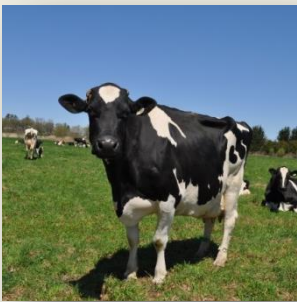


**Congress: AGRO & FRANCO 2019**  
**March 21st and 22nd 2019 – ALFRED ON**  
**Sponsorship Plan**



• **2 days**

• **13 lectures**

• **4 sectors**

• **250 + attendees**

## Why partner with us?

- ✓ Gain increased visibility with farming customers.
- ✓ Directly reach the Francophones in the industry.
- ✓ Benefit from the gathering of more than 250 people from the farming environment.
- ✓ Make the most of a large-scale event – the only one of its kind in French in Ontario.
- ✓ Get even more exposure and word-of-mouth advertising from satisfied customer.
- ✓ Maximize your visibility locally, regionally and provincially.



**The 2018 congress gathered more than 250 people from the agricultural industry; more than 70% of the participants were "farmers". \***

**\* According to a survey done on March 21, 2018.**

## **Congress: AGRO & FRANCO 2019**

The project aims to give the Franco-Ontarian farming community an opportunity to get together, to become better acquainted and to have access to the latest information.

The Congress will be a large-scale event, featuring the Annual General Meeting, the banquet, the presentation of the Pierre-Bercier Excellence in Agriculture Award as well as several lectures, all packed into two days. The event will take place in the Alfred-Plantagenet municipality, mostly at the Collège d'Alfred.

### **About the Union des cultivateurs franco-ontariens (UCFO) :**

Bringing together and representing over 2,000 Francophone farms since 1929, the UCFO is dedicated to supporting, valuing and informing farmers. A direct partner of the Agricom journal, the UCFO also manages the Ferme d'éducation et de recherche du campus d'Alfred (FERCA). Together, they are a force for the Franco-Ontarian agricultural industry.



# AGRO & FRANCO Congress Programm 2019

<b>Thursday, March 21 2019</b>		
<b>1 : 30 PM</b>	<b>UCFO's 90<sup>th</sup> Annual General Meeting Alfred Campus</b>	
<b>6 : 00 PM</b>	<b>Banquet – Presentation of the Pierre-Bercier Excellence in Agriculture Award to Mrs Odette Legault from l'Original</b>	
<b>Friday, March 22 2019 – Alfred Campus</b>		
<b>9 : 00 AM</b>	<b>Breakfast – Brunch</b>	
<b>10 : 30 AM</b>	<b>Featured speaker</b>	
	<b>Pierrette Desrosiers</b> Strategies to help family businesses meet their challenges while promoting productivity and well-being. (FCC-FAC)	
<b>11 : 30 AM</b>	<b>Break</b>	
<b>11 : 45 AM</b>	<b>Lecture Series 1</b>	
	<b>Genetic Selection for the Modern Dairy Farmer (ST Genetics)</b>	<b>Structure your field soil and increase the availability of elements (Terralis)</b>
	<b>A world without meat? (Nielsen Canada)</b>	<b>Marketing of agricultural and agri-food products Philippe Thompson</b>
<b>12 : 45 PM</b>	<b>Break + snacks</b>	
<b>1 : 15 PM</b>	<b>Lecture Series 2</b>	
	<b>Genetic Selection for the Modern Dairy Farmer (ST Genetics)</b>	<b>The Art of Conservation: The Future of Agriculture in Canada (Markus Haerle –GFO)</b>
	<b>Poultry sector (Dr. Simon Cloutier – Triple-V Inc.)</b>	<b>Product commercialization (Papilles développement)</b>
<b>2 : 15 PM</b>	<b>Break</b>	
<b>2 : 30 PM</b>	<b>Lecture Series 3</b>	
	<b>Health Status of Replacement Heifers (Cargill Purina - Marc-Antoine Guesthier)</b>	<b>Grain Market Insights (R.J. O'Brien &amp; Associates – Simon Brière)</b>
	<b>Stay away from my farm laryngotracheitis. (Merck Animal Health – Denis Carrier)</b>	<b>Panel of Agribusiness Entrepreneurs</b>
<b>3 : 30 PM</b>	<b>End of Congress</b>	

<b>Sponsorship categories</b>	<b>Official</b>	<b>Banquet</b>	<b>Room</b>	<b>Brunch</b>	<b>Break</b>	<b>Support</b>	<b>Friend</b>
<b>Amount</b>	<b>2 000 \$</b>	<b>1 500 \$</b>	<b>1 000 \$</b>	<b>1 000 \$</b>	<b>800 \$</b>	<b>500 \$</b>	<b>300 \$</b>
<b>Availability</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>Unlimited</b>	<b>Unlimited</b>
Logo on the Congress website							
Logo or name in the programm							
Logo projected on giant screen							
Logo in mail-outs and emails							
Installation of roll-up banner							
Public acknowledgement							
Logo in communication to members of the UCFO							
Possibility to hand out promotional material to all the participants							
Name and logo on the tables at the March 21 banquet							
Exhibit space on March 22 (worth \$300)							
Congress sponsor							
Sponsor of the March 22 banquet and animation							
Room sponsor							
Sponsor of the March 23 dinner							
Break sponsor							
Address during congress	<b>3 minutes</b>		<b>1 minute</b>				
Address during banquet	<b>3 minutes</b>	<b>5 minutes</b>					
Address during brunch				<b>3 minutes</b>			
Advertising in the programme and the annual report	<b>1 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>1/4 page</b>	<b>Business card</b>		
Complimentary registration(s) for the day of lecture (March 21)	<b>2</b>		<b>2</b>	<b>2</b>			
Advertising in the Agricom Newspaper	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/8 page</b>	<b>1/8 page</b>			

## Visibility agreement

### BETWEEN

The Union des cultivateurs franco-ontariens,  
31 St-Paul Street, Alfred ON K0B 1A0  
Tel.: 613-488-2929

### AND

Organization's name: \_\_\_\_\_

Postal address: \_\_\_\_\_ City/town: \_\_\_\_\_

Postal code: \_\_\_\_\_ Phone number: \_\_\_\_\_

Represented by: \_\_\_\_\_ Title: \_\_\_\_\_

Email address: \_\_\_\_\_

The UCFO grants the sponsor the status selected below for their investment in the congress: AGRO & FRANCO

Official - \$2,000	Banquet - \$1,500	Room - \$1,000	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Brunch - \$1,000	Break - \$800	Support - \$500	Friend- \$300
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibit space - \$300			<input type="checkbox"/>
(included only in the "Official, Banquet, Room and Brunch" sponsorship category)			

The sponsor shall pay the indicated amount to the UCFO.

Cheques must be made out to the Union des cultivateurs franco-ontariens and can be sent to the following address: 31 St-Paul street Alfred ON K0B 1A0. Electronic funds transfers (EFT) are also accepted. To confirm your interest or ask any question, please contact Geneviève Souligny.

613-488-2929

[communication@ucfo.ca](mailto:communication@ucfo.ca)

The sponsor shall also provide their logo and advertising (if applicable) in high resolution by March 1, 2019 at: [communication@ucfo.ca](mailto:communication@ucfo.ca).

Signature UCFO : \_\_\_\_\_ Sponsorship signature : \_\_\_\_\_

Date : \_\_\_\_\_ Date : \_\_\_\_\_

**Contact:**

**Geneviève Souligny**

**Communication Officer and in charge of sponsorship**

**Congress: AGRO & FRANCO 2019**

**Phone : 613-488-2929 x 102**

**31 St-Paul St**

**P.O Box 509**

**Alfred, ON K0B 1A0**

**[communication@ucfo.ca](mailto:communication@ucfo.ca)**

